KILIALI

Print Date

10/19/12

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## WDAF-TV

## **ORDER**

Flight Dates 10/17/12-10/22/12

<u>Order Sep</u> 00:15:00

<u>Product</u> <u>Estimate #</u> 2906

Contract / Revision 583087 / MO-US SEN-TODD AKIN Alt Order # 09842330

Original Date / Revision Agency Com 15% Billing Type Cash

10/19/12 10/19/12 Pilling Contact Order Type GENERAL

10/19/12 10/19/12 Billing Contact Order Type GENERAL

Advertiser Akin/R/MO/US Senate

Billing Cycle EOM/EOC

Advertiser Akin/R/MO/US Senate FOM/EOC FOM/EOC Billing Cycle FOM/EOC Billing Cycle FOM/EOC Billing Cycle FOM/EOC FOM/E

Delaware, OH 43015

Agency Strategic Media Placement Demographic A35+

Buying Contact

Rev Codes SP-POL CAN POL

Sales Office DC-M Product Codes PL1Ba

Sales Region NAT Priority 3

7669 Staggers Loop
Delaware, OH 43015
Sales Region NAT
Priority 3
Agency Ref Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Competing Station % of Order **Amount KCPT** % 0 **KCTV** 25% 8780 **KCWE** % 0 **KMBC** 25% 8780 KMCI % 0 **KPXE** % 0

25%

%

8780

0

Order Share 25% Market Value 35120

**Order Totals** Billing Plan # of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 16 \$7,463.00 \$8,780.00 0.00 10/01/12 10/22/12 16 \$7,463,00 \$8,780.00 16 \$7,463.00 \$8,780.00 0.00 Totals

**KSHB** 

**KSMO** 

												Tota	
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type S	Spots	Amount
1	4	10/17/12	2 10/19/12	M-F 7-9a	CM-All	7-8a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				7-8a		(7:00 AM-8:0	00 AM)				ì		
	NEW	S									1		
	9	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 1	10/15/12	10/21/12	TF	2	\$375.00	0.00						
2	4	10/17/12	10/19/12	M-F 7-9a	CM-AII	8-9a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:00 AM-9:	00 AM)						
***************************************	NEW	s		· · · · · · · · · · · · · · · · · · ·									
	<u>S</u>	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 1	0/15/12	10/21/12	TF	2	\$375.00	0.00						
3	4	10/17/12	10/19/12	M-F 5-6p	CM-All	5-530p	TF	:30	2	\$400.003	0.00 NM	2	\$800,00
	***************************************			5-530p	······································	(5:00 PM-5:	30 PM)						
	NEW	S											
	<u>s</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek 1	0/15/12	10/21/12	TF	2	\$400.00	0.00						

Print Date: 10/19/12

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583087

Flight Dates 10/17/12-10/22/12

<u>Hiatus Dates</u>

Original Date / Revision 10/19/12/ 10/19/12

Order Sep

00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

Ln Ch Start End	Inventory Code	Pronk	Stort/End	Time Days	Len Spo	to Doto	Dri Dta Tuno	Tota	
4 4 10/17/12 10/19/1			530-6p	TF	:30	2 \$400.00	Pri Rtg Type 3 0.00 NM	opois 2	Amount \$800.00
NEWS	630-6p		(5:30 PM-8	:00 PM)					
Start Date End Date	Weekdays Sr	ots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	TF		\$400.00	0.00					
5 4 10/17/12 10/19/1		CM-All	6-630p	TF	:30	2 \$540.00	3 0.00 NM	2	\$1,080.00
NEWS	М-F 6-630р								
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	TF	2	\$540.00	0.00					
E 8 4 10/17/12 10/19/1	· · · · · · · · · · · · · · · · · · ·		9-930p	TF	:30	3 \$800.00	3 0.00 NM	0	\$0.00
NEWS	9-930p		(9:00 PM-9	:30 PM)					
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	TF	3	\$800.00	0.00					
	Description	***************************************	/End Time		/eekdays		ate Rtg Type		
1 4 10/15/12-10/21/12 Credited	M-F 4-1Up	9-93	ψþ	(9:00 PM-9:30 P-	m	:30 (Such	MN 00.0 (00-		
2 4 10/15/12-10/21/12	M-F 9-10p	9-930	Op	(9:00 PM-9:30 P-	ThF	:30 (\$800	0.00 NM		
Credited			- •	(4,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,	.05 (5050			
3 4 10/15/12-10/21/12	M-F 9-10p	9-930	Ор	(9:00 PM-9:30 P-	ThF	:30 (\$800	<i>.00)</i> 0.00 <i>NM</i>		
Credited									
E 9 4 10/22/12 10/22/1		CM-All		М	:30	1 \$800.00	3 0.00 NM	0	\$0.00
NEWS	9-930p		(9:00 PM-9:	30 PM)					
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating			:		
Week: 10/22/12 10/26/12	M	1	\$800.00	0.00					
	Description		/End Time		**************************************		ate Rtg Type		
1 4 10/22/12-10/28/12 Credited	NA-F 9-1UD	9-93(	Jþ	(9:00 PM-9:30 PM		30 (3806	NN 00.0 (90-		
10 4 10/22/12 10/22/1	2 M.F.630-7n	CM-All	630-70	M	:30	1 \$1,000.00	3 0.00 NM	1	\$1,000.00
1A	М-F 630-7p	ÖMEGÜL	000"/ P	W	.50	1 41,550,55	O O O MAIL	ŧ	\$1,000.00
NEWS									
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating					
Week; 10/22/12 10/28/12 11 4 10/18/12 10/19/1		CM-All	\$1,000.00	0.00 TF	:30	1 \$400.00	3 0.00 NM	1	<b>6400 00</b>
ार चर्चा स्थापका स्थापका ।	M-F 6-7a	Citionali	0-10		QD.	1 \$200.00	a U.OO FRINIE	,	\$400.00
NEWS									
Start Date End Date Week: 10/15/12 10/21/12	Weekdays Sp	ots/Week	Rate	Rating					
Week: 10/15/12 10/21/12 E 12 4 10/20/12 10/20/13	<del></del>	1 CM All	\$400.00 10-1030p	0.00	:30	1 \$800.00	2 0.00 NM	4	8800 00
CIA 4 TOZOTA TOZOTI	Sa 10-1030p	Civickan	ru-ruaup		.şų	1 \$800.00	T O'OO MINI	1	\$800.00
Start Date End Date		ots/Week	Rate	Rating			I		
Week: 10/15/12 10/21/12	5-	1	\$800.00	0.00					
E 13 4 10/20/12 10/20/1					:30	1 \$1,000.00	0.00 NM	1	-\$1,000.00
Start Anta End Anta	College Home Team		(6:30 PM-9:						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Sp	ots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00					
E 14 4 10/21/12 10/21/1	2 Su 10-1030P	······································	10-1030p		:30	1 \$800.00	2 0.00 NM	1	\$800.00
	Su 10-1030p		•			mare a dim			401 – as sa ≥ to dig
Start Date End Date		ots/Week	Rate	Rating			I		
Week: 10/15/12 10/21/12	S	1	\$800.00	0.00		indraturação están en el acomo en están en está			



Print Date: 10/19/12

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583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri			Amount
E 15 4 10/22/1	2 10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	<b>M</b>	:30 1	\$600.002	0.00 NM	1	\$600.00
Start Date Week; 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00		ton to a solution to be a			
								Totals	16	\$8 780 00

**Print Date** 

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Flight Dates 10/17/12-10/22/12

**Product** 

MO-US SEN-TODD AKIN

Original Date / Revision

Contract / Revision

583087 /

Agency Com 15%

10/18/12 10/18/12

**Billing Contact** 

Advertiser Akin/R/MO/US Senate

7669 Staggers Loop Delaware, OH 43015

Agency Strategic Media Placement

**Buying Contact** 

Sales Office DC-M

End Date

7669 Staggers Loop Delaware, OH 43015 Sales Region NAT

Agency Ref

Start Date

00:15:00 Order Sep

Estimate #

2906

Alt Order #

09842330 Cash

10/18/12

Billing Type

Order Type **GENERAL** 

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

**Rev Codes** 

SP-POL CAN POL

Product Codes PL1Ba

**Priority** 

3

Advertiser Ref

**Primary Account Executive** 

Dan Driscoll

Account Executive Order% Dan Driscoll 100%

Order Share 25% Market Value 47920

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	11980
KCWE	%	0
KMBC	25%	11980
KMCI	%	0
KPXE	%	0
KSHB	25%	11980
KSMO	%	0

**Order Totals** Billing Plan

					 3		
Month			Gross Amount				
October 2012	20	\$10,183.00		0.00	10/22/12	-,,,	
Totals	20	\$10.183.00	\$11,980,00	0.00			

												Tota	
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	4	10/17/12	10/19/12	M-F 7-9a	CM-All	7-8a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				7-8a		(7:00 AM-8:	00 AM)						
	NEWS	3											
	<u>S</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	/eek: 1	0/15/12	10/21/12	TF	2	\$375.00	0.00						
2	4	10/17/12	10/19/12	M-F 7-9a	CM-AII	8-9a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:00 AM-9:	00 AM)						
	NEWS	3		.,									
	<u>\$1</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10	0/15/12	10/21/12	TF	2	\$375.00	0.00						
3	4	10/17/12	10/19/12	M-F 5-6p	CM-All	5-530p	TF	:30	2	\$400.003	0.00 NM	2	\$800.00
		//·A		5-530p		(5:00 PM-5:	30 PM)				I		·····
	NEWS	3											
	<u>S1</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	leek: 10	0/15/12	10/21/12	TF	2	\$400.00	0.00						

Print Date: 10/18/12

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583087

Flight Dates 10/17/12-10/22/12

**Hiatus Dates** 

<u>Original Date / Revision</u> 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

Ln Ch		End	Inventory Code		Start/End Ti		Len Sp			Rtg Type S		Amount
4 4	10/17/1	2 10/19/12	M-F 5-6p 530-6p		530-6p (5:30 PM-6:0	TF 0 PM)	:30	2	\$400.003	0.00 NM	2	\$800.0
NEV	vs				(**************************************	,						
-	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ļ		
Week:	10/15/12	10/21/12	TF	2	\$400.00	0.00						
5 4		2 10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	TF	:30	2	\$540.003	0.00 NM	2	\$1,080.0
NEV		End Data	Weekdays	Spots/Week	Rate	Rating						
•	<u>Start Date</u> 10/15/12	End Date 10/21/12	TF	2	\$540.00	0.00						
8 4		2 10/19/12			9-930p	TF	:30	3	\$800.003	0.00 NM	3	\$2,400.
•	7	, , , , , , , , , , , , , , , , , , ,	9-930p		(9:00 PM-9:3	0 PM)						
NEV	VS											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				i		
<del></del>	10/15/12	10/21/12	TF	3		0.00						***
9 4	10/22/1	2 10/22/12			9-930p	M	:30	1	\$800.003	0.00 NM	1	\$800.
NEV	VS		9-930p		(9:00 PM-9:3	u Hvi)				1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
,	10/22/12	10/28/12	M	1	\$800.00	0.00				l		
10 4	10/22/1	2 10/22/12	M-F 630-7p	CM-All	630-7p	M	:30	1	\$1,000.003	0.00 NM	1	\$1,000
		*	M-F 630-7p		•							
NEV	VS									ŀ		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/22/12	10/28/12	M		\$1,000.00	0.00			4400.000	0.00.404	4	0.400
11 4	10/18/1	2 10/19/12		CM-All	6-7a	~~~TF~~	:30	1	\$400.003	0.00 NM	1	\$400.
NEW	VS		M-F 6-7a									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/15/12	10/21/12	TF	1	\$400.00	0.00						
12 4	10/20/1	2 10/20/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	S-	:30	1	\$800.002	0.00 NM	1	\$800.
;	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/15/12	10/21/12	S	1	\$800.00	0.00						
13 4	10/20/1	2 10/20/12	College Home Te College Home Te		Various (6:30 PM-9:3	s- 0 PM)	:30	1	\$1,000.003	0.00 NM	1	\$1,000.
Week:	Start Date 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
14 4	10/21/1	2 10/21/12	Su 10-1030P Su 10-1030p	CM-AII	10-1030p	5	:30	1	\$800.002	0.00 NM	1	\$800
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week:	10/15/12	10/21/12	S	1	\$800.00	0.00						
15 4	10/22/1	2 10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-AII	1030-1102p	M	:30	1	\$600.002	MM 00.0	1	\$600
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating	···		77			
Week:	10/22/12	10/28/12	M	1	\$600.00	0.00				ł		

00:15:00

09842330

2906

Order Sep

Estimate #

Alt Order #





Flight Dates 10/17/12-10/22/12

<u>Product</u>

Contract / Revision 583087 / MO-US SEN-TODD AKIN

Order%

<u>Original Date / Revision</u> <u>Agency Com</u> 15% <u>Billing Type</u> Cash

10/18/12 10/18/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL

Advertiser Akin IP (MO/US Senate)

Billing Cycle EOM/EOC

Advertiser Akin/R/MO/US Senate

7669 Staggers Loop

Billing Calendar BROADCAST

Delaware, OH 43015

Demographic A35+

Agency Strategic Media Placement Rev Codes SP-POL CAN POL

Buying Contact Sales Office DC-M Product Codes PL1Ba

7669 Staggers Loop Sales Region NAT Priority 3

Delaware, OH 43015 Agency Ref Advertiser Ref

Start Date

Primary Account Executive

Dan Driscoll

Account Executive

Dan Driscoll 100%

Order Share 25% Market Value 47920

End Date

Competing Station % of Order Amount

Competing Clatic	71 70 OI OI GCI	Amount
KCPT	%	0
KCTV	25%	11980
KCWE	%	0
KMBC	25%	11980
KMCI	%	0
KPXE	%	0
KSHB	25%	11980
KSMO	%	0

**Order Totals** Billing Plan # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount Month 20 \$10,183.00 \$11,980,00 0.00 10/01/12 10/22/12 \$11,980.00 October 2012 \$10,183.00 20 \$10,183.00 \$11,980.00 0.00 Totals

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Tota Spots	ls Amount
1	4	10/17/12	10/19/12	M-F 7-9a	CM-All	7-8a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				7-8a		(7:00 AM-8:0	00 AM)				1		
	NEWS										-		
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10	/15/12	10/21/12	TF	2	\$375.00	0.00						
2	4	10/17/12	10/19/12	M-F 7-9a	CM-All	8-9a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:00 AM-9:0	00 AM)				1		
	NEWS						-						/-//-
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10	/15/12	10/21/12	TF	2	\$375.00	0.00				[		
3	4	10/17/12	10/19/12	M-F 5-6p	CM-All	5-530p	~TF~-	:30	2	\$400.003	0.00 NM	2	\$800.00
	***************************************			5-530p	^-/	(5:00 PM-5:	30 PM)	/					
	<b>NEWS</b>			-									
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>				l		
W	eek: 10	/15/12	10/21/12	TF	2	\$400.00	0.00						

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Totals

20 \$11,980.00



583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN Estimate #

2906

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Davs	Len S	oots	Rate Pri	Rtg Type	Tota Spots	uls Amount
4	4		2 10/19/12		CM-All	530-6p (5:30 PM-6:0	TF	:30	2	\$400.003	0.00 NM	2	\$800.00
١	NEWS					(5.52.7 (7) 674	,						
We	<u>Sta</u> eek: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	Weekdays TF	Spots/Week 2	***************************************	Rating 0.00						
5	4	10/17/1	2 10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	~~~TF~~	:30	2	\$540,003	0.00 NM	2	\$1,080.00
	NEWS Sta eek: 10/	rt Date 15/12	End Date 10/21/12	Weekdays	Spots/Week 2	<u>Rate</u> \$540.00	Rating 0.00						
8	4	10/17/1	2 10/19/12	M-F 9-10p	CM-All	9-930p	TF	:30	3	\$800,003	0.00 NM	3	\$2,400.00
				9-930p		(9:00 PM-9:3	10 PM)						
f	VEWS	rt Date	End Date	Mookdovs	Spots/Week	Poto	Datina				1		
We	<u>ان د</u> /ek: 10		10/21/12	<u>Weekdays</u> TF		<u>Rate</u> \$800.00	Rating 0.00						
9	4			M-F 9-10p		9-930p	M	:30	1	\$800.003	0.00 NM	1	\$800.00
			***	9-930p		(9:00 PM-9:3	0 PM)			* 10 - 0 - 0 - 0	Ţ/ <b>Z</b> Ţ / ///	•	*****
١	<b>VEWS</b>												
187	1211111111	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	<u>Rate</u>	Rating						
<del></del>	ek: 10/ 4		10/28/12			7	0.00	.20		#4 000 00 <i>0</i>	0.00.004	4	#4 000 DO
10	4 NEWS	10/22/1	2 10/22/12	M-F 630-7p M-F 630-7p	CIVI-AII	630-7p	M	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
		rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00						
11	4	10/18/1	2 10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a		:30	1	\$400.003	0.00 NM	1	\$400.00
١	NEWS												
101		rt Date	End Date	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u>	Rating					£	
N 12	ek: 10/		10/21/12		1	\$400.00	0.00	.20		#000 00 0	0.00 NA4	4	8000.00
19/12	·		2 10/20/12	Sa 10-1030p		10-1030p _	70 Va en es en 💆 es	:30	1	\$800.002	MM 00.0	1	\$800.00
Mo	<u>Sta</u> ek: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
N 13	4		2 10/20/12		nip Seri@M-All		5-	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/		10/21/12	S-	***************************************	\$1,000.00	0.00						
				Su 10-1030P Su 10-1030p		10-1030p	S	:30	1	\$800.002	0.00 NM	1	\$800.00
	<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/		10/21/12	S	1	\$800.00	0.00						
N 15	4	10/22/1	2 10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M	:30	1	\$600.002	M/A 00.0	1	\$600.00
		rt Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10/	22/12	10/28/12	M	1	\$600.00	0.00						